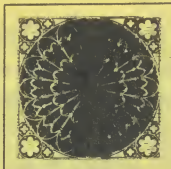


KPAC
90.9 FM



JUNE 1988

KEYNOTES

LOOK WHO WON THE 1988 EDWARD R. MURROW AWARD!

Each year since 1977, the Corporation for Public Broadcasting has recognized outstanding contributions to public radio by presenting the Edward R. Murrow Award. This award honors individuals whose work has fostered the growth, quality, and positive image of public radio. The Murrow award was presented on May 20th at the Public Radio Conference in St. Louis, Missouri. The 1988 recipient is none other than KPAC's General Manager...

Joe Gwathmey!

The following excerpt was taken from the Awards Ceremony program...

The Corporation for Public Broadcasting (CPB) is proud to name Joe N. Gwathmey as the 1988 recipient of the Edward R. Murrow Award for "outstanding contributions to public radio."

As one letter of nomination noted, Joe Gwathmey "has held nearly every important position at NPR...he had a hand in each new development, and faced every development as the system matured from educational to public." The letter continued, "He is admired and respected by his colleagues inside and outside NPR, here and abroad, for his genuine passion for radio, his determination always to do what is right, his wisdom, and his legendary candor. Our medium has been enriched by his years of quiet service." Another wrote, "Joe has given much of himself in terms of education... building a programming department (at NPR) that speaks for itself in terms of quality and national recognition." The judges concurred, adding, "Joe has been quietly important to the growth of public radio, and to the creation of National Public Radio."

From 1971 until earlier this year, Joe N. Gwathmey's tenure at NPR has been considerable and varied. He joined NPR to participate in the creation of NPR's programming services. Then, at various times over 16 years, he was responsible for managing NPR's production, news gathering, production engineering, international acquisitions and co-productions, and promotion support activities. As director of International Services, 1982 to 1983, Gwathmey was responsible for developing a strategy to increase public radio participation in cooperative projects with foreign broadcasters and to market program services abroad. In 1983, following a period of financial crisis for NPR, Gwathmey became vice president of Programming. In that position, he was instrumental in rebuilding NPR's program service. Within two years, the service was more extensive and diverse than ever before.

Gwathmey's career in public radio began in 1965 at the University of Texas at Austin. During his six years there, he managed the University radio station, KUT-FM, and was in charge of one of the nation's largest educational radio production operations. KUT-FM had been a part-time radio service until his arrival. By 1976, KUT had become a full-time fine arts and information service, and a founding member station of National Public Radio. While at KUT, Gwathmey was elected to the planning group which later became the first board of directors of NPR.

Gwathmey, originally from Texas, recently returned to his native state to assume the position of general manager of KPAC-FM and KSTX-FM, San Antonio, Texas. He is married and has two children.

ARE WE PROUD? YOU BET! We are so fortunate to have Joe, and we invite you to get to know him. WHAT A GUY!!!

THINKRADIO
CAMPAIGN

JUNE
4 - 12

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KPAC 90.9 FM

THE PROGRAM AT A GLANCE

THE PROGRAM AT A GLANCE							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AM 6-7	AUBADE	COMMUTER CLASSICS					AUBADE
8							
9	MORNING CONCERT						ADVENTURES IN GOOD MUSIC
10	ST. PAUL SUNDAY MORNING						WORLD OF THE PIANO
11							CONCERT BAND HOUR
NOON	NEWS A LA CARTE						
PM 1	CHORAL CLASSICS	MATINEE MUSICALE				MUSIC IN AMERICA	CHICAGO LYRIC OPERA
2	AUD. ORG.	ADVENTURES IN GOOD MUSIC					
3	SAN FRANCISCO SYMPHONY	KALEIDOSCOPE					
4							
5	A PRAIRIE HOME COMPANION	NEWS SMORGASBORD					LISTENER'S CHOICE
6							
7	PHILADELPHIA ORCH.	CLEVELAND ORCHESTRA	A NIGHT AT THE OPERA	LOS ANGELES PHILHARMONIC	CHICAGO SYMPHONY	BOSTON POPS	
8				MUSICA ANTIQUA	CD PREVIEW	CARNEGIE HALL TONIGHT	
9	NIGHT MUSIC	BEST OF THE BBC			UTSA TONIGHT	NIGHTMUSIC	
10		LISTENER'S CHOICE	NIGHTMUSIC		RECORD SHELF		
11							
	SAN ANTONIO OVERNIGHT					MUSICA NOVA	SAN ANTONIO OVERNIGHT

PROGRAM HIGHLIGHTS

KPAC presents these daily themes during the THINKRADIO campaign. Within the framework of our normal schedule, we'll be featuring works which correspond to these topics. If you have suggestions, call in with your pledge during 6 - 7 p.m. when we will feature a thematic "Listener's Choice".

JUNE

- 6th - The Seasons
- 7th - Water, Water, Everywhere
- 8th - A Day at the Zoo
- 9th - Points on the Map
- 10th - Meteorological Music

THINKRADIO CAMPAIGN

JUNE 4 - 12

The KPAC membership drive begins June 4th. We are counting on you to help us recruit new members. Only one out of ten of our listeners pledges financial support to KPAC. You can protect YOUR investment by encouraging fellow listeners to become members. Will you do it?

The KPAC CLASSICARD:

Another Benefit of KPAC Membership!

Coming in June! As a KPAC member, you will receive valuable discounts and specials at some of your favorite shops and businesses! Watch your mail for the KPAC membership card, *ClassiCard*. It is not a credit card. It's a benefit of your membership, thanks to the KPAC supporters listed below. When you present your *ClassiCard*, you will be entitled to discounts and specials at the following businesses:

Cafe du Vin - Restaurant & Cuisinery - Gourmet Food Market
8055 West Ave. 349-4672
15% discount

Fine Spirits, Inc.
416 Austin Hwy. 828-8333
10% discount
on wines (excluding in-store specials)
15% discount
on purchase of 2 or more cases of wine

Koslow's Furs
9951 IH 10 W. at Wurzbach. 692-3416
15% discount
(excluding storage fee and sale merchandise)

San Antonio Performing Arts Assoc.
15% discount
on single ticket phone purchases by credit card
Box office 224-2939

Imports Unlimited, Inc.
5800 Broadway #204. 822-4629
20% discount

Mockingbird Galleries
5800 Cambridge #202. 822-3811
20% discount
(excluding sale goods and consignments)

Rose Cleaners
13419 Blanco. 492-2496
15% discount

Simply Delicious
5917 Broadway. 828-3663
15% discount on any catered event

Viva Books - Viva Kids
8407 Broadway. 826-1143
15% discount

Please refer to your KEYNOTES newsletter each month for updates on participating businesses.

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